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MS AF
REPLY UNDER 37 C.F.R. §1.116
EXPEDITED PROCEDURE
EXAMINING GROUP

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

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|------------------------------------|---|-------------------------------------|
| In re Application of: |) | Examiner: Sheleheda, James R. |
| Isaac BENTOLILA <i>et al.</i> |) | |
| |) | Group Art Unit: 2623 |
| For: SYSTEM AND METHOD FOR |) | |
| BEHAVIORAL MODEL CLUSTERING IN |) | Confirmation No.: 7739 |
| TELEVISION USAGE, TARGETED |) | |
| CLUSTERING, AND PREFERENCE |) | Response to the final Office Action |
| ADVERTISING VIA MODEL PROGRAMMING |) | dated May 23, 2008 |
| BASED ON BEHAVIORAL MODEL CLUSTERS |) | |
| |) | |
| Application No.: 10/043,698 |) | |
| |) | |
| Filed: January 9, 2002 |) | |

RESPONSE TO THE FINAL OFFICE ACTION DATED MAY 23, 2008

Mail Stop: AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Applicant hereby responds to the final Office Action of May 23, 2008, in the above-referenced patent application. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. Please charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.